

How to Use Client Relationships to Recession-Proof Your Business

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You're listening to Business Badassery, the audio advice column for your online business. I'm Kirsty Fanton.

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And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach. Hey, Amy here, my magnetic north mastermind starts in September, there's still a few seats left. This is where we figure out exactly what's yours to do. We make a plan and we execute on it together. It's worked really amazingly well. I've got six really powerful case studies, I'm happy to share hit me up at Amy at Amy posner.com. We can also set up a time to talk and see if we have a fit. Now, here's the business bet essay you've been waiting for.

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Unless you have been hiding under a very large rock for the last few months, you will know that most global economies are in pretty dire straits at the moment, inflation is on the rise. recessions are official in some places in the world and are predicted in others. The question that Amy and I tackle in this episode is about whether you can use your relationships with your clients to help recession proof your business. Hopefully, there are some tips in here for you that you can go and put to use straight away.

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We have a question here today that's very timely and relevant. And it is this. How do you recession proof yourself via projects and strengthening relationships with solid clients? By showing you're actually invested in them to interesting question, thoughts, Kirsty?

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So I think it's an interesting question, for many reasons. But the first thing I'm like, okay, this person has obviously pinpointed that strengthening client relationships is the best way to go about recession proofing your business. So, I mean, I think it is absolutely a valid part of it. But perhaps we could talk about some other other ways later on in this episode. So in terms of, you know, how do you show clients, you're invested in them, too, I mean, my take on that is, you know, probably the same ways that

you always have, by simple things through being really reliable through delivering the kind of work that makes them excited, right. So you're not just scraping by and doing the bare minimum, through also having really good communication so that you are someone who is enjoyable to partner with, you know, perhaps, you know, if you are aware that their business has been hit by the recession, and you know, as for a lot of people, the financial strings are a bit tighter at the moment than they have been previously, you know, perhaps there could be some scope there for having a conversation with them about which deliverables might be most valuable for them right now. And therefore, you know, almost re scoping or creating a project for yourself in there by showing that you have some knowledge of what's happening for them. By showing you have some awareness of what is still working in the space right now. And by offering to really create some deliverables for them, that they will get, you know, the best and perhaps, speediest ROI on so just just a few thoughts there. I feel like I've bundled up quite a few ideas, but what are your initial thoughts with this one? Amy?

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Well, it's funny because I, as I was scratching down some notes, you were sort of saying when I was scratching, which was kind of funny, but one of the things that I was thinking to is, you know, in thinking about strengthening relationships, or showing people you're invested in them, you know, when there are hard times and I think one thing that you can do is just open up a conversation, just really, really simple one just like, you know, how are you faring things are tough out there, like how are you? Or any way? You know, that I can pitch in and help? Is there anything that you need? I'm not offering to pitch in and help for free, obviously. But, you know, there might be some, I don't know, there might be something that they need that isn't, you know, something I would normally do, I guess it might be a really reduced scope or something, you know, that we don't typically do in our projects. And I think letting people know that you're there for that or like I think being invested in them is figuring out how can you help them? I mean, how can you help them maybe during a challenging time to overcome that? So and I think, you know, the first thing that occurred to me Chrissy was was what you said, it's like if you do business a certain way. I think what you'll find in tough times and chaotic times is that you that you're still standing because you've taken the time to already build solid relationships, but I think certainly during during a tough time. There's no reason not to just be really direct and or the other thing that struck me is You were talking about I think a reduced scope is, is there something that, you know, that could be helpful for them? Given the current situation? Like, is there a need that you see, or something that you can offer that would really deliver value to them? You know, and frame it up in a way, you know, that's, that's to help them during this time. And I don't mean, frame it up in a way, as in sell it to them, but I mean, frame it up so that they can see where it could benefit them, and and how you can help them, you know, in relation to a difficult time that's going on? That makes sense.

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Yeah, absolutely. Absolutely. And I think, you know, if, you know, as an example, like, if you're someone like me who works in the launch space, you know, you'll be aware that there is quite a bit of chatter and concern at the moment that, you know, not that many launches are performing that well, I think simply because, you know, most countries are in or about to be in a recession, so people have far less, you

know, money to invest in things that, you know, are more optional. And they're worried about food and gas, and all that sort of stuff. So, you know, for example, knowing what is still working in the space that you operate in, what are people still responding to? What are people still open to, so even things like that, by being able to display that, you know, you have a really current knowledge, and that knowledge can really help, the work that you do for that client, you know, really had the best chance of success in the current context. Because I think if you are a good service provider, and context always comes into your work, right, you're probably not selling a one size fits all solution, regardless of whether you are a copywriter, or some sort of strategist or a photographer or designer. So really sort of thinking through how you can display, you know, that knowledge in a way that is really appealing and helpful for that client. I think, you know, one thing you should not be doing at the moment, is lowering your rates? I don't think that serves anyone, absolutely, you know, producing scope, and those sorts of things can be relevant, but you do not want to all of a sudden be getting paid less for the same kind of work, that you were getting paid whatever more for, you know, four or five months ago. Would you agree with that? Amy?

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Oh, 120,000%? Yeah, I think I think it doesn't do anybody any good. And I think, you know, I mean, lower lowering your rates is a, you know, is just a road to, it's not a good road to be on reducing scope is always the way to go. And that's why I was saying like, can you you know, think of something that would suit the market at this particular time that was more affordable, so that you create that instead of going, oh, yeah, well, yeah, sure, I'll do the same thing for less because you have less that's, that's not a that's not a winning, that's not a winning formula for for anybody. And I think, you know, one of the other things that occurred to me, as you were we're talking is, you know, unless you're talking about, like, what's going on in the launch space, and there is a lot of chatter about, you know, what's selling what's not. And I think you mentioned to like, we are about to be in a recession. And so what we know, as marketers are the is confused, people don't make decisions, right? And people are confused. I mean, they don't, no one knows what to expect, I don't anticipate. Well, it doesn't matter what I anticipate, we'll leave that we'll leave that out. But I think it's just a time that there were there's a lot of uncertainty. And that's not a time when people are making decisions. So I think one of the things that can be really powerful, is to talk about that, and to talk about that in the in the marketplace, because there are two things that happen always, when there's some kind of an economic crisis, I mean, very few people sort of stay on their same path, people tend to either pull back, or push or push ahead. And what happens, a lot of times people pull back, right, they pull back on their marketing, or they pull back on, you know, mostly marketing and promotion. And they're not spending money there. And what happens is, then the people who realize that there are still people buying services, and still people needing services, who market end up getting a lot more traction than they would get in some kind of other economic climate. And so I think it's, it's a conversation worth talking about. And for some, I'm thinking here, you know, as a copywriter, and a marketer, from that perspective, having that conversation with people about not pulling back right now, and why they shouldn't and what they can, you know, what they what they can actually do and how I can help with that. I think that's an important conversation to have. Because even if someone says, Yeah, I hear you, but I can't afford it or now don't agree with you. You know, later on, they'll go Oh, you're right. That was good advice. And I don't say that because you want to be smug and be right. But because you know, that can win your business later

on. It's like I'm always a fan of, you know, telling your opinion or saying what you think is right, like even inside of a client project, you know, not to be arrogant or to be right but because As you know, if you are right about a best practice and someone resists it, and then later on realizes you are right, it's good to, for them to know that you had an opinion and that you had a stance. And again, I have wandered off the track, bring me back.

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No, I think you are right on track and actually reminded me of an email I sent out, way back in 2020, when COVID first sort of unfilled, which isn't that insane? That it's already been like two and a bit years anyway. You know, I feel like obviously, COVID has had some impacts on on the financial status of, you know, things around the world. But one of the points that I made in that email was that was about how to market in the COVID era. The first point was permission to proceed, you know, because people were, you know, when the pandemic really started, gathering pace, worried about being seen as an opportunistic asshole if they tried to sell people things right now. But as I said, in this email, you know, who's not worried about that, you know, con artists frauds, and exceptionally large bankers. So if you have been feeling that uncertainty, you know, about whether you should keep making offers and keep trying to make money. You know, that means that you're someone with ethics and compassion. So, you know, that is actually a good sign, if you're feeling that kind of uncertainty. You know, I think it's also important to be mindful of the fact that, for a lot of offers that a lot of businesses are selling, you know, they're talking to the same prospect, but it's likely that their immediate needs have probably shifted, right. So because of the financial uncertainty and the impending recession, you know, people are perhaps a lot more concerned with the basics, and they are investing in things that could seem a bit more, you know, non essential. So you have to sort of be able to find a way to sort of acknowledge that shift, and also speak to it in a way that is resonant. So for some people, that might mean being able to position their offers slightly differently. So sorry, I might be rambling here. But to give one more example, I was working on a launch with a client at the beginning of 2020. And I actually had finished the copy before the pandemic started, but the launch happened, I think, in April. So, you know, I had to go back and make some changes. And we had to look at the messaging. And one thing that we found quite powerful was that it was a coaching program that was designed to help people, I guess, get a handle on really, what it is that they want out of the lives they're living and, and design their lives with more intention. So it was been able to talk about the fact that perhaps now is actually the very best time to do that. Because all those distractions that you normally have in everyday life have been stripped away, because at that time, everyone was sort of being locked down around the world. So, you know, I think there are ways to shift the positioning of offers. And of course, I'm talking about a copywriting sample there. But you know, that kind of strategic thinking, if you can display that to your existing clients, no matter what kind of field you're in, I think that really shows that you care that you know your ship and that you are probably still a really valuable investment for them to make.

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That was That's a wrap. That was like you just you just watched it together. summed it up. tied it up. That's exactly it. Yeah. Yes, yes. Yes. And yes. Oh, cool.

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Well, maybe I've reached my peak for this episode than anything else to say, maybe not.

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I hope this episode has been useful for you. If you have got something out of it, please leave us a review. You can also subscribe to this podcast while you're there so that you don't have to go searching for it every week. And if you have a question that you would like us to tackle in a future episode, head on over to [business badass.co/podcast](https://businessbadass.co/podcast) And you can submit your question there for our little brains to noodle over in the not too distant future. Thanks

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for listening. Catch you next week.

Transcribed by <https://otter.ai>